



CITY

# Fund-raising as big business



GEORGE GEORGAKAKOS



The IWK telethon raised \$650,000 overnight

## Campaigning for donation dollars

by Anne West

**M**ajor fund-raising campaigns in the city are aiming to raise more than \$60 million for Dalhousie and St. Mary's universities, a new home for the Art Gallery of Nova Scotia, and for the Citadel. Regular appeals for everything from the Salvation Army and the United Way to hospitals and the symphony orchestra need a further \$10 million from local pockets each year. In addition, there are the appeals for the victims of famine and disaster in the Third World.

If all this seems like a lot it's because the demands for charitable donations are rising, in metro as elsewhere — the result, in large measure, of government spending cutbacks. Private charity is being required more and more to pick up the slack.

Linda Johnston, executive director of the drive to raise \$4 million to re-house the Art Gallery of Nova

Scotia, says: "If we want something done, we have to pull up our socks and make our own commitment. People are awakening to the fact it is not the silver spoon era any longer."

The recent record of public giving is not good. In 1958 Canadians gave two per cent of their income to charity; by 1970 this was down to 0.5 per cent. In 1979 only half the Canadians who earned over \$50,000 a year gave \$100 or more to charity. A recent Gallup Poll on Canadian charitable donations revealed that although 70 per cent of people had given something to charity in the past year, only 20 per cent had donated more than \$100. Commodore Andrew McMillin, who raised a cool \$2 million a year for the Izaak Walton Killam Hospital for Children speaks for all fund-raisers when he says, "What we have to do is get people to give more and get people who do not give to begin giving."

This may result in unexpected benefits. McMillin, retired now and doing volunteer fund-raising after five years with the I.W.K., says Canadians do not realize "that by accepting everything from government, they lost a lot of their freedom. In the United States people prefer to do something themselves and retain the discretion to operate it the way they want." Nor can the business community be depended upon to be major contributors. "National figures are that about 80 per cent of donations to all charities come from individuals," McMillin states.

Are the fund-raisers discouraged by these facts? No, they have a belief in the public's generosity, provided the need is understood. UNICEF president Jean Addison says statistics prove "Nova Scotians may not be the wealthiest people in the country, but they are probably the most generous if you can reach them."



As well as the backbone of volunteers on whom fund-raising will always rely, the Halifax area now abounds with a new breed of professionals who say that as government funding drops and needs continue to rise, fund-raising will be the career of the 1990s. Carol Goddard is the chairman of the Nova Scotia Chapter of the Canadian Society of Fund-raising Executives. She believes that over the next few years fund-raising is going to be "more high profile, the arm twisting is going to be less subtle."

Goddard feels government should help non-profit organizations more if they are expected to shoulder more responsibilities. She considers postal concessions inadequate to help smaller charities and says that donations by people in all tax brackets should receive a 50 per cent rebate as an incentive to give.

The most high pressure search for dollars is Dalhousie's campaign to raise \$35 million to maintain its position as a leading Canadian university. Headed up by professional "Big John" Mabley, the campaign reached half its target less than a year into its five-year term. After a \$10 million starter from the Nova Scotia government, Mabley says the students pledged \$750,000, "just about the biggest student pledge to a campaign in this part of the country." In addition, the university has asked selected alumni, based on their commitment in the past, to consider pledges of \$5,000 to \$25,000 over five years. Doing the asking is an army of trained volunteers who have already made their own donations.

Donald Sobey is chairman of the Dalhousie appeal, and Mabley says, "I think more than anything else the attraction of people of this calibre to speak for the university and its fund-raising events has been responsible for our great success. Volunteer involvement has to be one of the most important aspects of the chemistry of success."

Volunteers themselves have changed. Members of the business community are picked and groomed to pressure their peers into donating. "We are no longer looking for the lady who wants to pour tea," says Jean Addison of UNICEF. "Some people have very highly honed skills and they have to be used effectively," she says, pointing out that many women work these days and have less time to spare than before.

The most obvious victim of government cuts is the Halifax Citadel, which is trying to raise \$7 million to complete a five-year reconstruction program. Executive director Paul McNair and his commit-

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tee spent 1985 making local citizens more aware of the Citadel before launching a major campaign that will touch everyone from school children to corporations. McNair is typical of all professional fund-raisers in his sincerity and enthusiasm for the cause. "I pledge so much a month" he says "and so do all the salaried staff of the Citadel."

The accolade for the master stroke in fund-raising for 1985 goes to Ian Thompson, president of the Canadian Cystic Fibrosis Society. He persuaded Mila Mulroney to become its honorary chairperson and achieved a massive increase of awareness of

the cause. "Because of who she is," he says, "many people have approached her in an unsolicited way and said they would like to help and that has translated into dollars."

Thompson's commitment to the cause goes beyond professional motives. His own children, Jane and Robbie, who appear in advertisements with Mrs. Mulroney, suffer from this fatal genetic disease.

Each organization tries to develop its own distinctive fund-raising methods, and new ideas like the "UGLY Bartender Contest" sponsored by Big Brothers and Big Sisters, are often patented before being

revealed. Ian Thompson says "You are more successful if you give the donor something in return. The search for the charitable dollar is competitive, so we try to make sure people get some value." This translates into gala balls, golf tournaments, Girl Guide cookies and chocolate bars.

The dimensions of fund-raising have recently been widened by such world media events as the Live Aid concert for Ethiopia and the I.W.K. Hospital's own successful telethon, in which it raised \$650,000 overnight with the help of the CBC.

Addison, the doyenne of Halifax volunteer fund-raisers, recently turned professional by working for the Cancer Society's Terry Fox Run. "In the last year" she says "I was instrumental in spearheading the raising of \$836,000; \$455,000 for UNICEF, \$350,000 for Terry Fox and \$22,000 for Neptune Theatre.

McMillin says most fund-raisers try to persuade people to give annually. Pledged annual giving is the secret of Canada's most successful fund-raisers — the churches. "The ultimate aim is bequests" says McMillin. One donation gets you on the list for all time and most non-profit organizations keep donors informed of what has been achieved with their dollars in hope they will give again.

Fund-raising for the arts is acknowledged to be harder than any other field because only a very small number of Canadians regard a symphony orchestra or an art gallery as a necessity of life.

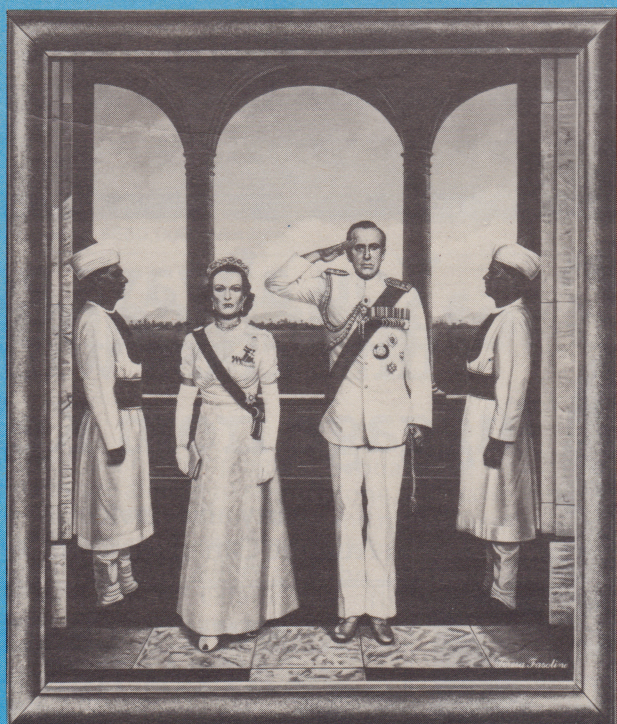
Arts fund-raising requires different techniques and even more careful planning. Linda Johnston, who hopes the new AGNS will be "a Christmas present for the province in 1987" says "we have profiled 800 potential givers, art collectors, people who have given to the arts, people with artists in the family. The research that goes into a campaign is a major component of what has to be done."

In her role as fund-raising director for Neptune Theatre, Addison says people don't give to the arts because they think government is doing it. "I've often said 'do you think the price of your ticket covers seeing this play?' and the average person thinks it does. Everyone is going to have to dig a little deeper."

Many good causes place conflicting claims on local pocketbooks, but in a world where Coca Cola's third quarter revenue this year amounted to more than \$2 billion, some of us must have slightly more cash than is apparent at first glance. Halifax fund-raisers are counting on it. **c**

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# Commuters: the long road in

by John Cunningham

**I**t starts long before daylight. Bleary-eyed motorists turn keys in cold auto ignitions and vans pull away from car pool parking lots. By 6 a.m., it's well underway — the daily migration of the commuters.

From the Truro area, from as far down the Annapolis Valley as Berwick, from the eastern shore to Ship Harbour and from along the south shore to Bridgewater, organized van pools carry battalions of workers into Halifax — a small army of mobile employees trying to balance big city wages with idyllic country living.

Poet Greg Cook lives in Wolfville. He can see the tower of Acadia University and look out over the Minas Basin from his home on Ridge Road. It's that view that makes Cook a veteran commuter. While his leisure hours are spent in small town Nova Scotia, his working day is in an office on Spring Garden Road.

Cook has commuted to his job as executive director of the Writers' Federation of Nova Scotia since 1978. "The bottom line is, I wouldn't give up my home," he says. His travelling time per day: two hours and 40 minutes.

Cook was speaking to a group of school children recently and told them how much time he spends in travel. "That's nothing," said one of the youngsters, "my father spends nearly that long getting to Halifax from Dartmouth."

So Cook knows he'd probably still have a 45-minute journey if he moved closer to Halifax and that wouldn't be smooth uninterrupted driving.

Gordon Wright of Lunenburg has fallen into the routine of commuting too but admits it can be rough. When the alarm clock rings at 5:30 a.m. he knows there's no turning back. It's perhaps harder still on his two children. "They don't see me at breakfast, never for dinner. I don't get home until supper is finished."

Wright began commuting to Halifax last February when he accepted a job in the stores department of the National Research Council. But he had no thoughts of moving into the city. "If we sold our house in Lunenburg, we wouldn't have a down payment in Halifax," he says. "A comparable house would be



Wright commutes daily from Lunenburg

\$100,000 to \$120,000 outside Halifax peninsula, closer to \$150,000 inside."

Wright, who came to Lunenburg via Newfoundland, Moncton, St. John's and Dartmouth, says he prefers the Lunenburg way of life to city living. But there's a price to pay. He's a night person who now finds he has to go to bed early. Travel costs him at least \$45 a week, and a community-oriented person, Wright feels he can no longer be as involved in local activities as he'd like to be.

It's also hard to co-ordinate a car pool that works out well for all members. Wright belongs to a four-member group. He starts work at 8:30 a.m. but one fellow traveller has to be on deck at 8 a.m. Wright has 45 minutes to kill in Halifax. In the evening, he's later getting off work and the others are left to grumble as they wait for him. "You also have to learn to sleep through a rock concert early in the morning," he jokes about the others' music tastes.

Ron Gullen lives at Mount Uniacke. To find a way to get to work, he bought a van and signed up a group to travel with him. That was in 1980. Today, Gullen has 16 vans and claims his company, Van Pools Ltd., is the "largest privately-owned, profit-driven commuter transport company in Canada."

Gullen has the capacity to carry 224 passengers daily. These days, he averages about 200. An accurate estimate of the people commuting to Halifax from the outlying areas of Nova Scotia is difficult to obtain. Still Gullen thinks he's only tapped five per cent of the market. "That means there are thousands" of Halifax-bound commuters. "A lot of people don't want to travel other than in their car, or a couple of people to a car," says Gullen.

Gullen's operation, governed by the Nova Scotia Board of Public Utilities, is not a get-rich-quick-scheme. But "it's starting to pay off," he says. "This is the first year we can see a degree of profitability."

Gullen, a supervisor in the operations department of Maritime Tel & Tel, presents a money-saving offer to commuters. He says that his rates (\$45 a week from Bridgewater, \$46 from Truro) amount to about a quarter of the cost of driving a car when one considers such factors as ownership, maintenance, fuel and insurance costs.

Brian Smith, co-ordinator of operations planning for Halifax's Metro Area Planning Commission which includes Metro Transit, says he's not surprised at the success of operations like Van Pools Ltd. They serve areas in which Metro Transit would find it too costly to operate.

To facilitate organized van pools, special parking lots were cleared alongside major highways leading into Halifax in the early 1980s. The pools were encouraged by the Nova Scotia Departments of Transportation and Mines and Energy as a fuel conservation measure at a time of gasoline shortages and spiralling fuel costs. Transportation Department spokesmen say they're "not expensive" to maintain, requiring only a little snow clearing in the winter, and they've cut down on unsafe vehicle parking by commuters.

Meanwhile, poet Cook is considering a van pool after years of driving his own car. "It will save wear and tear on yourself and your vehicle as well as money," he says, and it will give him an opportunity to bone up on a foreign language, catch up on the text of a few good books on his cassette system — things he wanted to do but couldn't while driving his car. **C**



# Mellow cuisine from an Italian cook

by Deborah Jones

**F**or someone described by his wife and business partner as a "dictator in the kitchen" Maurizio Bertossi of the Dartmouth restaurant, La Perla, is nonchalant about being asked to divulge his culinary secrets. He protests being called an Italian chef. "I'm not a chef now. To be a chef takes 40 years. I describe myself as a half-decent cook. A chef is supposed to know everything about everything," he says with a smile, adding that he learned cooking by apprenticeship in Italy and was influenced by his father, the chef at Palazzo Gritti, a famous restaurant in Venice.

What Bertossi, 35, does know about is the food that he grew up eating in the northern Italian town of Friuli, which he left seven years ago.

Unlike the stereotyped hot and spicy tomato-laden meals often associated with Italian cuisine, Bertossi's creations are relatively mellow. In the heat of southern Italy's summers food spoils unless it's cured, and so the region is known for its use of spices. But in the more temperate north, butter, milk, cream and veal are the main stuff of life, Bertossi explains.

Crucial to the Bertossi meal are just two ingredients: parmesan cheese and fresh pasta. He makes much of his own pasta, he says, but looks askance when asked if the trick to pasta is in the flour. "I just use simple flour... all purpose flour. At home in the kitchens they use whatever flour they have. I want to get close as I can to the original, though I often can't get the same ingredients."

What he does manage to get includes scampi from Iceland, milk-fed veal from Quebec and quail from Malagash, although the sources for these took time to cultivate, he says. These morsels of exotica accompany more familiar dishes such as egg fettucine, linguini, stuffed cannelloni, potato dumplings and tortellini — all served with a selection of aromatic sauces as appetizers. Rice cooked with seafood, scaloppine topped with prosciutto and sautéed in a sage and wine sauce, roast veal stuffed with sausage in a sherry sauce and a sole fillet with asparagus and cream sauce are among the main-course selections prepared by Bertossi. As well as a variety of cakes for dessert, La Perla offers ice cream made in-house and that hardest of all beverages to find in the Halifax area,



"Salute!" Bertossi and Eaton

well-made cappuccino.

Despite the smoothness with which the wines flow and the meals arrive, there is a streak of capriciousness within La Perla's make-up. The entrance, quite unlike its interior, is your basic hole in the wall. Not only does it lack a sign telling aspiring diners they've arrived, but the narrow unpretentious door at 71 Alderney Drive sticks stubbornly in its frame, as if trying to discourage all but the hungriest from entering.

Dartmouth native Stephanie Eaton, who owns the restaurant with her husband Bertossi, her father David Eaton (a silent partner) and business manager Pearl MacDougall, warns a fan not to get too enthused about the current menu: Bertossi changes it about three times a year. In February, just as La Perla has thrived for 18 months in a business fraught with pitfalls, it will close for a month while Eaton and Bertossi go to Italy. And, in defiance of textbook business rules, La Perla doesn't advertise, but depends on word of mouth for customers.

Sitting at a window table one afternoon, the three active partners recount how La Perla evolved from The Pearl cafeteria, MacDougall's former business, after Eaton and Bertossi decided to move to Dartmouth from Calgary. They built La Perla with the help of friends on a low budget, renovating former office space

themselves and, until they could justify hiring staff, all serving as "executive dishwashers."

The trio still seems to exude an air of winging it. Perhaps that's part of the charm of the place, which is usually so packed it's impossible to get a reservation. But it's not the entire secret.

## FUSILLI AL BASILICO

### Sauce

- 2 cloves garlic
- 1 cup fresh basil leaves
- 1 small onion
- 1 cup whipping cream
- 2 tbsp. butter
- salt and pepper
- 1 cup grated parmesan cheese

### Pasta

- 2 cups fusilli
- 2 qts. boiling water seasoned with 2 tbsp. salt

Chop the onion and fry it in butter until tender. Set aside. Place the basil and garlic in a bowl and crush it all together with a wooden spoon until paste-like.

Add the mixture to the onions; add the cream and seasoning, bring to a boil and simmer for five minutes.

Cook the pasta in the water until tender, but firm, strain it and toss it with the sauce and parmesan and serve immediately. Serves two.

## INVOLTINI DI POLLO AI GAMBERI

- 4 small, boned chicken breasts
- 4 large shrimp, peeled and deveined
- 1 oz. brandy
- 1/2 cup dry white wine
- 2 tbsp. fresh, chopped parsley
- salt and pepper
- 1/2 cup whipping cream
- 2 oz. vegetable oil
- flour for dusting

Place chicken breasts one at a time between two sheets of saran. Wrap and pound gently with a meat mallet until flat.

Season chicken on one side with salt, pepper and some parsley and place one of the shrimps in the middle of each breast. Roll them, sprinkle some flour over each one.

Heat oil in a skillet and fry the involtini until golden. Remove the oil from the skillet and sprinkle the brandy, then the wine; cook for two minutes, add the cream and the rest of the parsley. Simmer gently for 10 minutes. Serve immediately with boiled potatoes and zucchini. Serves two. ©



# Change at Dartmouth's city hall

by Joanne Lamey

If the time is right, if people have had enough of the old ways, any little change can trigger a greater one. This may be the case in Dartmouth.

As a result of the municipal election last fall Dartmouth has a new mayor and half the council is new. Few of the aldermen offered anything new in their pre-election platforms but Mayor John Savage was elected because people were looking for a change — a change in attitudes, direction and leadership at city hall.

Dr. Savage, a family physician, presented himself as an agent for change. He was the only candidate who spoke knowledgeably about social concerns, having been involved in the past with such issues as day care, family life education, peace and Third World development. He also offered his support to advance the status of women in Dartmouth. This was in sharp contrast to many previous mayors who seemed to care only about expansion of industrial parks and very little about providing shelters for battered women and children.

But the new mayor and council have yet to clarify that they do want to change things in Dartmouth — to say what the changes are and how they will be brought about.

Their task will be difficult given that they have to work with an administration whose senior people have held their positions and attitudes since Dartmouth became a city in 1961. Through the years they have tended to hire like-minded people and any new staff who didn't like the way things were simply kept their mouths shut or left. This situation frustrates even the most patient citizen and manifests itself in strange ways. For example, last year I tried to put up a poster advertising a peace vigil on the community bulletin board in the Dartmouth Ferry Terminal. The commissionaire said it couldn't go up because it was political (i.e. peace is political). When I said there was a poster up for the airshow at Shearwater he then said it couldn't go up because it was religious (i.e. sponsored by church groups). This is the same public building where a right-wing, fundamentalist religious organization is allowed to bolt their rack to the wall and display their magazine.

People are more openly identifying

certain city staff as barriers to change. There is a feeling that once the city administrator, Cliff Moir, retires (it was supposed to be last summer) things will really start to move. With a new, more enlightened person in this position, and a progressive mayor and council, city hall might be able to deliver the changes citizens want and a little sooner. Otherwise we shouldn't hold our breath waiting. This is the same administration that has advised successive city councils for over 20 years. It's the same administration that has kept running a city of some 65,000 people with a small-town mentality.

Dartmouth has never had a social planner on staff so consequently nobody knows about the pressing social problems all communities are facing today; nor did the city plan ways to respond. Now the social services department is over half a million dollars over budget. It's the administration that has brought Dartmouth where it is now

— unbearable traffic problems, poor public transit service, growing development pressures on older neighborhoods, polluted lakes from too much development and over-use, industries that are polluting the air, lack of open space and parks in many areas, lack of decent affordable family housing, and lack of adequate social programs. Poised for change? Maybe.

But keep in mind one of the first acts of the new mayor and council was to appoint citizens to various boards and committees. Staff had the list already... more than 80 appointments were made. Fewer than 20 were women, however. So much for election promises to have equal representation of women on city boards and committees. It's not a particularly good omen for the change that seems to be at hand. **C**

*Joanne Lamey is a long-time Dartmouth resident who has been active in various citizens' groups.*

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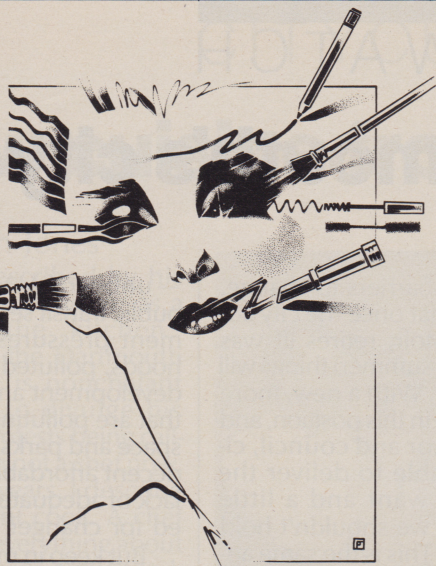
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